

Measuring What Matters in Loyalty

Our research shows a staggering 62% of companies can't accurately measure incremental profit from loyalty programmes. Don't fall into that statistic. With our advice, we'll show you how to discover the true value of loyalty.

62%

The five elements for determining incremental value in loyalty schemes.



Pre and Post Behaviour Tracking

Many airlines, e-commerce and retail banking companies collate tracking and payment method data which can be used to compare customer behaviour, before and after loyalty programme registration. This data helps drive incrementality by better influencing your customers' engagement patterns with your products and communications.



Geographical Controls

Don't have access to tracking data? Look to control groups to give you a better understanding of customer behaviour. By comparing different regions that are nationally representative, with and without loyalty programmes, we can establish a robust baseline for measuring the incrementality of your programme.



Hold-Back Controls

Brands generally exclude around 2-7% of new loyalty members from communications to establish a control cell that can prove whether their loyalty programme is working. We develop finely calibrated control groups to ensure that all members remain engaged while ensuring sufficient control volumes to generate an accurate reflection of your programme's effectiveness.



Create Loyalty Scores

Loyalty Score metrics are crucial to understanding customer behaviour and allow you to get a true handle on your loyalty programme's incrementality. Using these scores, we can help you optimise your programme for better performance, revenue generation, cost reduction, and ultimately optimised profitability.



Compare Correctly

All too often, loyalty programme operators make the mistake of comparing the behaviour of members with non-members. Instead, we'll help you set up and use sophisticated engagement and tracking metrics to make sure you're observing the right member segments and appropriate customer cohorts over time.

Talk to our team about the power of incrementality

Ask about our ROI calculator and get bespoke measurement solutions for your business.